

Butler Shores Area Cultural and Climate Innovation District (CCID)

Virtual Stakeholder Meeting #1
September 14, 2022
6:30PM – 7:30PM



Welcome!

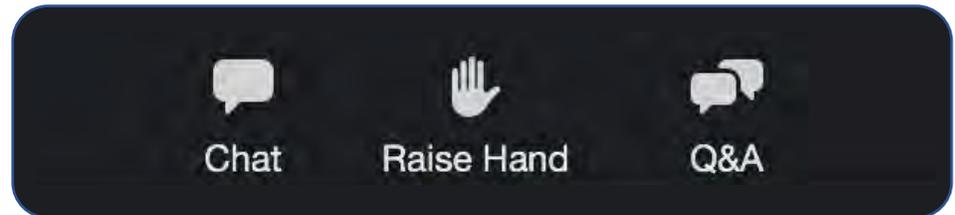
Meeting Guidelines

Spanish-language Interpretation

- Select the Interpretation option located at the bottom of your Zoom screen.
- *Si prefiere escuchar esta presentación en español, seleccione la opción Interpretación en la parte inferior de su pantalla.*

Three ways to participate in today's meeting:

1. **Q&A** - (Preferred) Type your question on the Q&A feature located at the bottom of your Zoom screen.
2. **Chat** - Comment using the Chat box which routes to all panelists and hosts in a pop-out window and allows participants to add comments and questions.
3. **Open Discussion** – Raise your hand to share your thoughts during discussion time.



Welcome!

Today's Agenda

1. Meeting Guidelines
2. Background & Purpose of a CCID
3. What is an Innovation Ecosystem & District?
4. What are we trying to accomplish?
5. How do we build an Innovation District?
6. Framework & Process
7. Discussion
8. What Comes Next

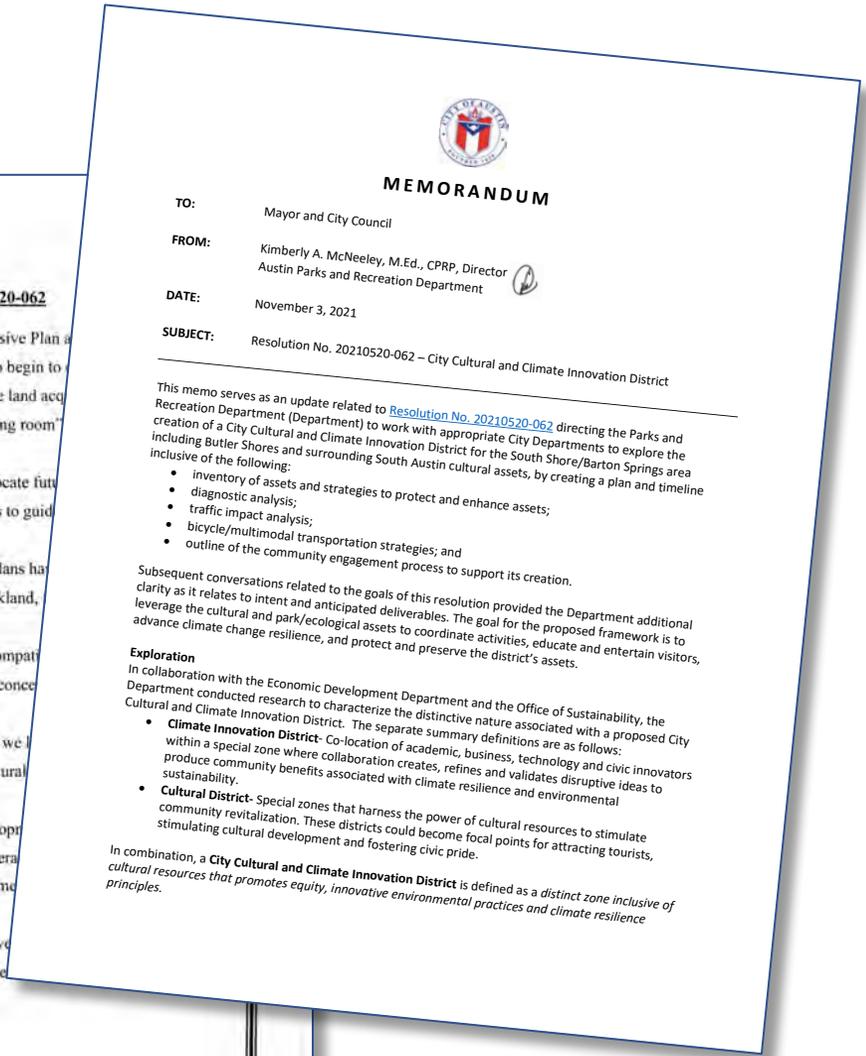
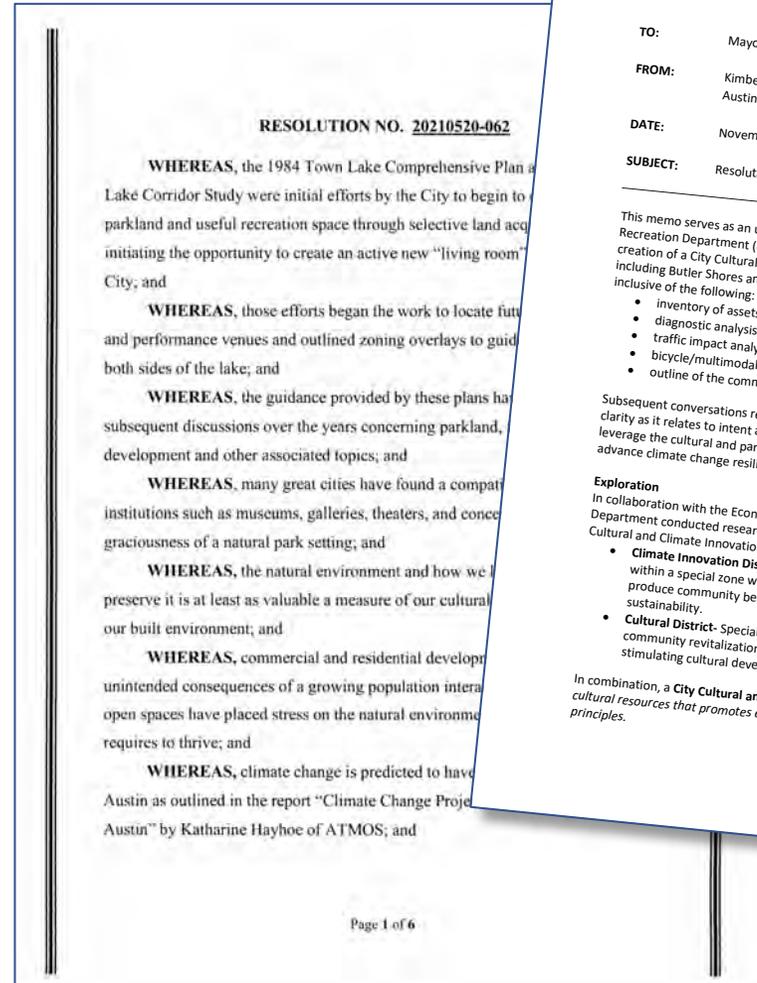
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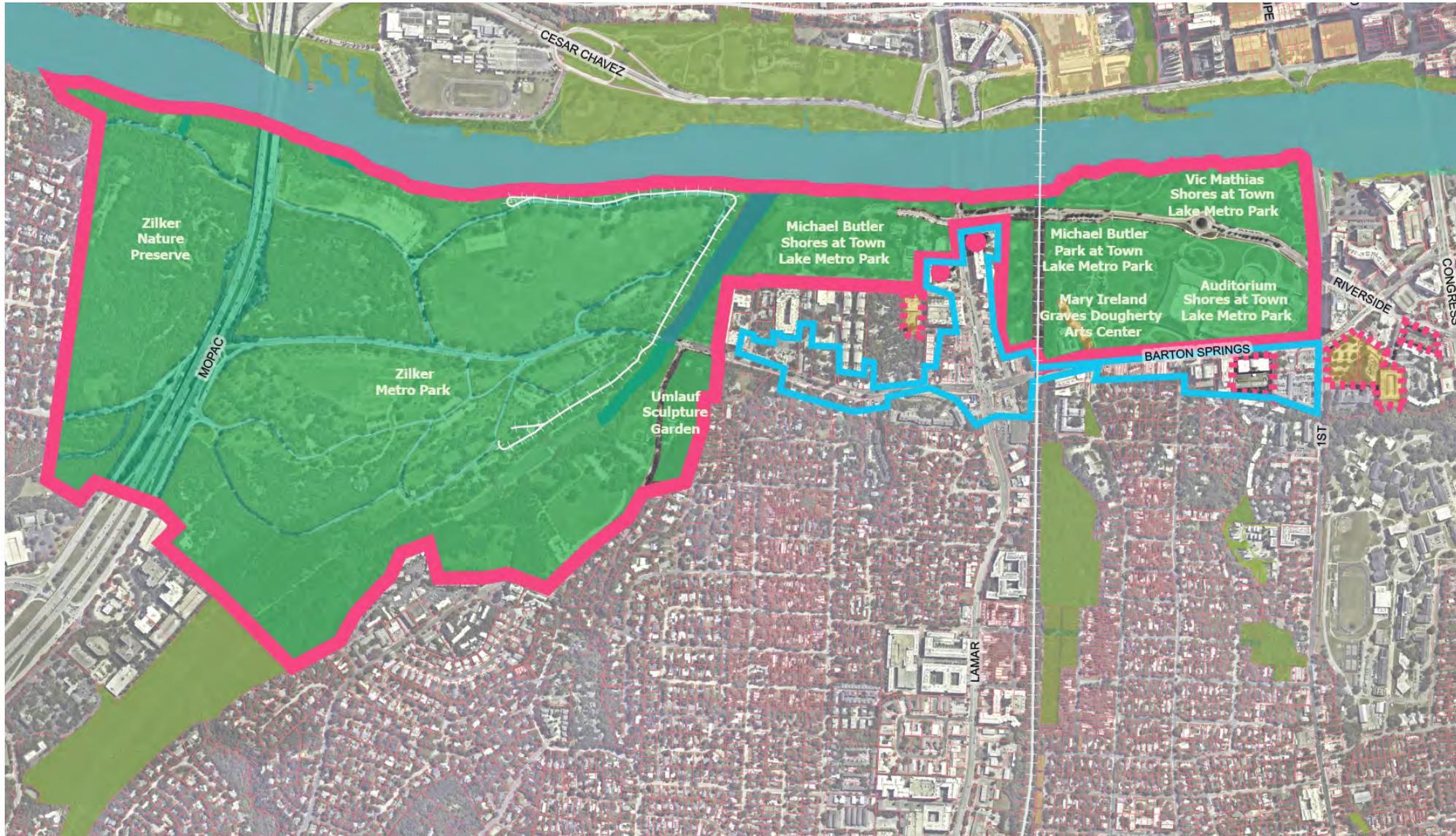


CCID: Background & Purpose

The City of Austin is exploring the creation of a Cultural and Climate Innovation District (CCID) for the South Shore/Barton Springs area including Butler Shores and surrounding South Austin cultural assets.

The **goal for the proposed District** is to leverage the cultural and park/ecological assets to coordinate activities, educate and entertain visitors, advance climate change resilience, and protect and preserve the district's assets.



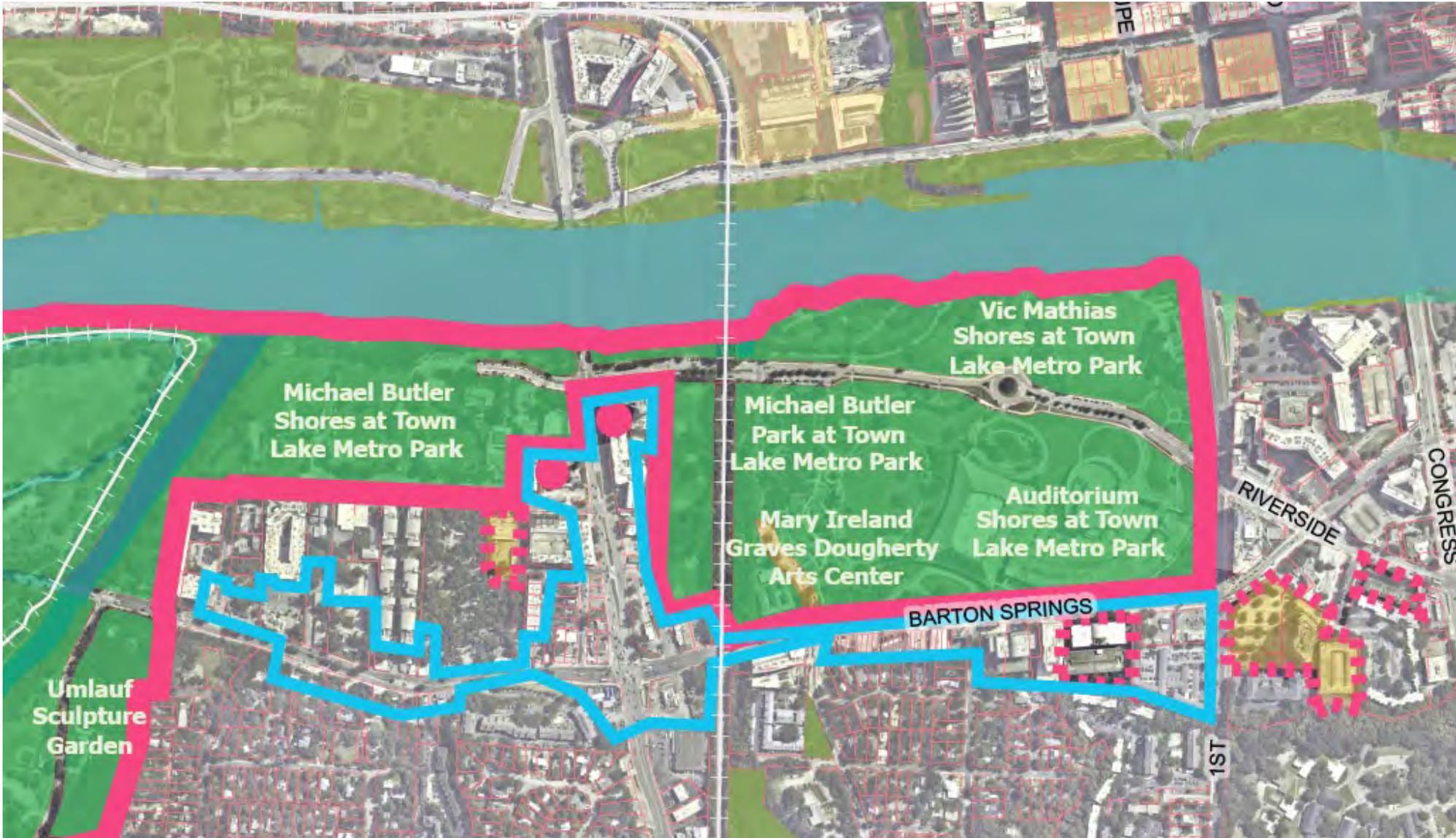


-  Climate and Cultural Innovation District Boundary
-  Additional Properties That May be Considered
-  District Boundary, Private Commercial Properties
-  City of Austin Parks (District)
-  City of Austin Parks (Other)
-  Land Base
-  COA Parcel

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries. This product has been produced by the Parks and Recreation Department for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

Climate and Cultural Innovation District BASE MAP

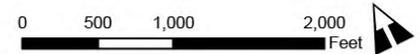




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Climate and Cultural Innovation District BASE MAP





Mobility

Image courtesy of the City of Austin



Housing

Image courtesy of Hillside on the Park



Workforce

Image courtesy of the WeWork



Policy

Image courtesy of the City of Austin



Events

Image courtesy of the City of Austin



Public Spaces

Image courtesy City of Austin





Varied Stakeholders

- ADAPT
- Alliance Children's Garden
- Altas Café
- Austin Lyric Opera
- Austin Nature and Science Center
- Austin Neighborhood Council
- Austin Sierra Club
- Austin Sunshine Camp
- Austin Tri Cyclist
- Autin Parks Foundation
- Baby Acapulco
- Babylon Healthcare PLLC
- Barkin' Creek Dog Kitchen-Bath
- Barking Hound Village
- Barton Hills Neighborhood Association
- Barton Hills Park Place
- Barton Springs Bike Rental
- Barton Springs Conservancy
- Barton Springs Pool and Bathhouse
- Barton Springs Saloon
- Benjamin Beau's Salon
- Black Leaders Collective
- Bouldin Creek Neighborhood Association
- Bouldin Creek Neighborhood Plan Contact Team
- Bridges on the Park
- Butler Pitch and Putt
- C3 Presents
- Chuy's
- Dougherty Arts Center
- El Alma
- Fab Architecture
- Friends of Austin Nature and Science Center
- Friends of Zilker
- Front Steps
- Girls Scout Cabin
- Greater Austin Performing Arts
- Green Mesquite BBQ & More
- Heart O'Texas Orchid Society
- Hillside Theater
- Juiceland
- Juliet Italian Kitchen
- Long Center for the Performing Arts
- McBeth Recreation Center
- Mexican American Cultural Center
- Mobility Justice Coalition
- Movability
- Palmer Events Center
- PUMA
- Rowing Dock
- Save Barton Creek Association
- Save Our Springs
- South Central Coalition
- South First IBIZ District
- Sunshine Camp
- Terry Black's Barbecue
- Texas Rowing Center
- The Trail Foundation
- Trek Bicycle Lamar
- Umlauf Sculpture Garden and Museum
- Waterloo Disc Club
- WeWork
- ZACH Theatre
- Zilker Boat Rentals
- Zilker Botanical Garden
- Zilker Park Working Group
- Zilker Neighborhood Association
- Zilker Trail of Lights Foundation/Kite Festival Foundation

What's at Stake?

What can the Innovation District Accomplish?

1

As the Butler Shores Area's commercial and residential development expands and grows, so does the population of residents along with mobility needs.

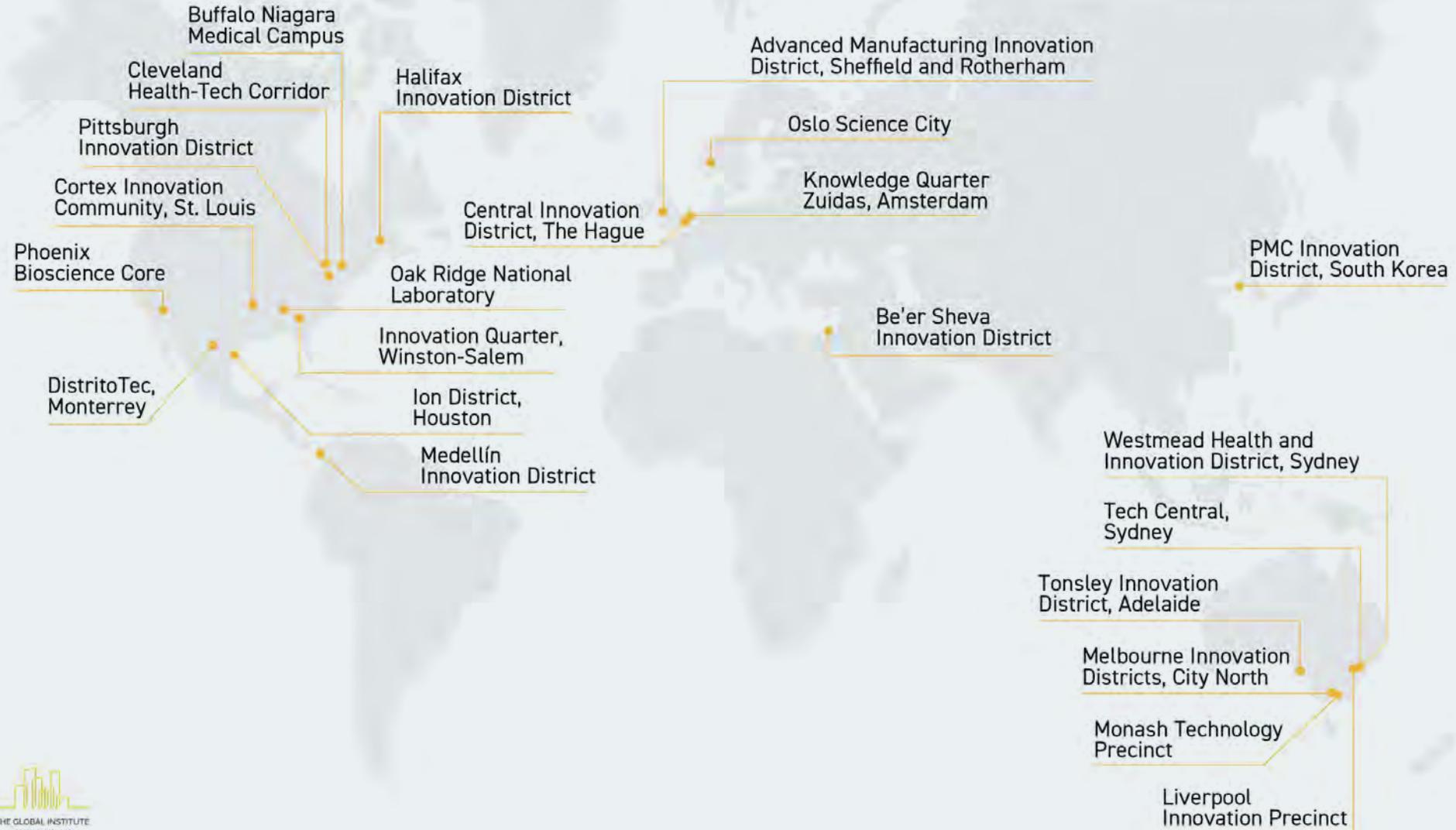
2

Growth is placing stress on the natural environment and is having a significant impact on the area's green spaces we rely on to thrive as a community.

The area's cultural assets **have never benefited from a coordinated and comprehensive assessment to address the area's competing needs or leverage the public investments to full effect.**

A CCID would explore and analyze these conditions and recommend planning to address the area's rapid transition due to private development, public investments for the DAC, transportation and mobility, and increasing population and density demands.

Global Network of Innovation Districts



One Example: A Glasgow City Center Vision

<https://youtu.be/jkYVnYrxpuY>

Innovation Ecosystem

“A key to the success of innovation districts is a willingness to observe, experiment with, and elevate what is great about the place where things are happening, where relationships are built, and ideas are germinated....”

Cultural and Economic

The public and private institutions, organizations and companies that drive, cultivate or support the Butler Shores Area’s innovation-rich environment.

Social/Network

The relationships between actors—such as between individuals, firms, and institutions—that have the potential to generate, sharpen, and/or accelerate the advancement of ideas. This is a critical component that will facilitate and nurture innovation between the residents (commercial and residential).

Physical

The public and privately-owned spaces—buildings, open spaces, streets and other infrastructure—designed and organized to stimulate new and higher levels of connectivity, collaboration, and innovation. Neighborhood-building amenities provide important services to residents and workers in the district. This includes medical offices, grocery stores, restaurants, coffee bars, small hotels, and local retail (such as bookstores, clothing stores, and sports shops).

Innovation Districts

Climate Innovation District –

Co-location of academic, business, technology and civic innovators within a special zone where collaboration creates, refines and validates disruptive ideas to produce community benefits associated with climate resilience and environmental sustainability.

Cultural District –

Special zones that harness the power of cultural resources to stimulate community revitalization. These districts could become focal points for attracting tourists, stimulating cultural development and fostering civic pride.

The Butler Shores Area

Cultural and Climate Innovation District (CCID)...

is defined as a distinct zone inclusive of cultural resources that promotes equity, innovative environmental practices and climate resilience principles.

A successful CCID plan will:

- *be led by community leaders,*
- *seek to define the areas sense of place and cultural character,*
- *develop strategies to foster the co-existence of cultural programming and environmental sensitivity,*
- *develop strategies to enhance and protect both built and environmental assets, mobility and access innovations, and opportunities for cross-disciplinary interpretation.*

Building an Innovation District

Guiding Principle:

*To elevate and celebrate the **values** of the Butler Shores Area, including arts, environment and climate.*

This planning effort will:

1. Determine the level of interest in creating a Culture and Climate Innovation District;
2. Explore boundaries/assets to be included of Culture and Climate Innovation District;
3. Explore the values/objectives of a Culture and Climate Innovation District;
4. Explore actions needed to initiate the creation of a Culture and Climate Innovation District.

Building an Innovation District

Guiding Principle:

*To elevate and celebrate the **values** of the Butler Shores Area, including arts, environment and climate.*

With your help!

We will define **an approach** for the District and provide an opportunity to discuss and establish a **Framework** stakeholders can lead, participate in, and contribute to.

The exploratory **Framework** will serve as a foundation for how the District could best leverage the value of these assets in supportive ways to the benefit of the broader community, and environment for subsequent planning steps.

1

Key Questions Cultural/Economic

1. What are the public and private institutions or assets that drive or provide economic growth for the district (theater/arts/events/industries, employers)?
2. What strategies can make the District more accessible to a broader range of the city's residents (considering those who are economically disadvantaged, racial and ethnic minorities, children, the elderly, the homeless).
3. Are there intermediary organizations outside the District that could be important to help bridge cultural programming, health promoting recreational opportunities or events?
4. How might the District benefit from identifying itself with a clear identity which promotes or champions a set of environmentally sustainable values?

2

Key Questions Physical

1. What spaces will create and nurture connections within the district, or ensure the district is connected to adjacent neighborhoods or corridors?
2. Are there underused or distressed parking facilities, pedestrian sidewalks, bikeways, or neighborhood connections that can be revitalized? Do they lend themselves to the district's sense of place?
3. What policies or approaches can guide development or business operations with greater sustainability and reduce environmental impacts; net zero-emission/renewable energy solutions.
4. How can the District support a network of emission-free mobility choices that optimizes access around the District and to other parts of town?

3

Key Questions Social/Network

1. What social connections exist within the District ecosystem? Are there organizational/institutional/business silos in the area or is there an existing culture of flexibility?
2. What kinds of activities (performances, recreation, programming, merchant associations) will stimulate and strengthen social bonds?
3. How will this district interact with the broader community and what opportunities will it bring disadvantaged residents with diverse cultural voices and life experiences.
4. How do we build and integrate networks between people and organizations in different contexts?

September Stakeholder Engagement Activities

Sign Up for Online Focus Group Session!

September 22, 2022

1) 11:00AM - 12:00PM

2) 2:00PM - 3:00PM

September 23, 2022

3) 12:00PM - 1:00PM

September 24, 2022

4) 5:00PM - 6:00PM [Spanish]

4 Online Focus Groups

In-depth discussions with essential stakeholder.

Stakeholder Meeting #2

September 30 [tentative]

Stakeholder input evaluation and presentation. What's missing.

Stakeholder Meeting #3

October 14 [tentative]

Framework Presentation. Next Steps.

Open Discussion



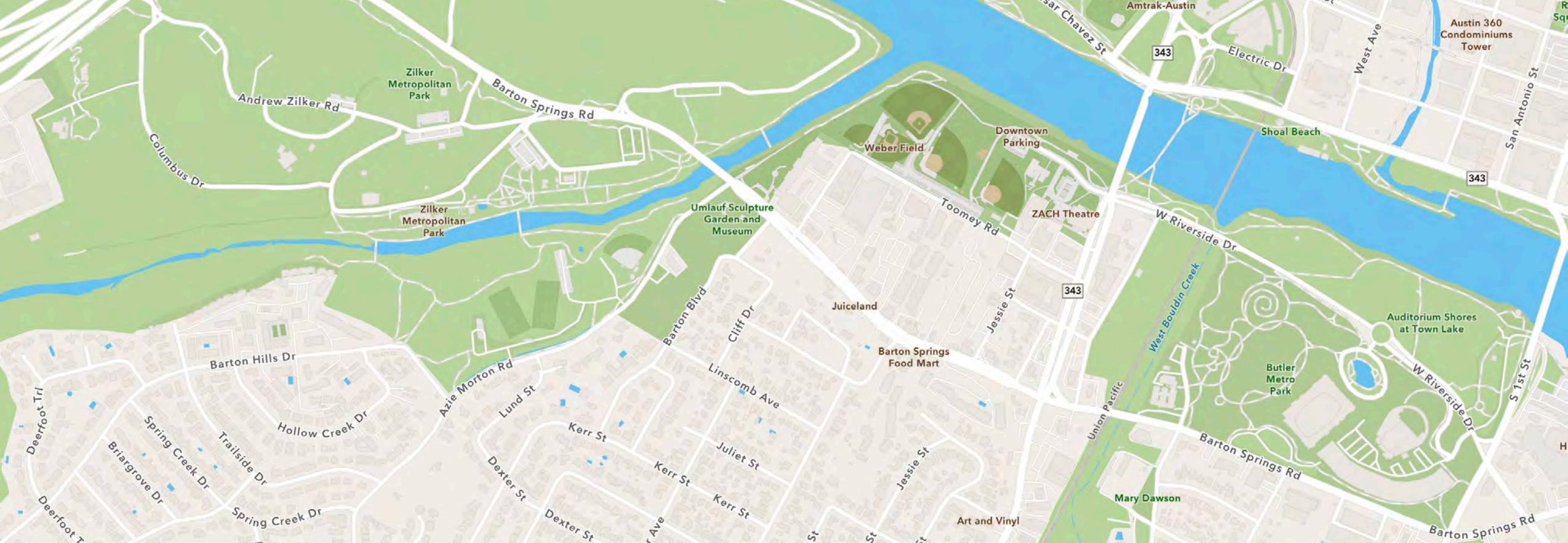
Chat



Raise Hand



Q&A



Thank You!

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